

# HERE WE GROW AGAIN

2020 - 2025

CLINICAL EXCELLENCE + RESEARCH + INNOVATION =



## OUR MISSION

Advancing cures and prevention of childhood cancer through clinical excellence, research, and innovation.

## OUR VISION

To ensure continuous quality improvement through being a reliable, efficient, and responsive team that has the capability of meeting the individual needs of "this" patient while continually improving care for the "next" patient.

# OUR MAVERICK MINDSETS

WHO WE ARE

**LOVE AND CARE** A Human Experience Rooted in Empathy

We differentiate ourselves by rethinking the entire experience for patients, families, and team members and doubling down on being more than just a medical provider or employer. We show the world that healthcare can care for everyone involved.

**RADICAL RELATIONSHIPS** Because We Can't Do This Alone

Curing cancer is too big a challenge for any one organization to do alone. That's why we set our egos aside and think boldly about who can join us in the fight. We invite all renegades, entrepreneurs, and change-makers to join us in eradicating cancer while creating a world-class healthcare experience.

**DISRUPTION** Sharing C4K with the World

Our DNA is set. Our business model is proven. Now it's time to disrupt how healthcare is provided, received, and funded when children and their families need it the most. Nevada's children deserve better, and we're proud to lead the way.

## OUR FOCUS

Growing into a nationally recognized center of excellence with a regional focus that equips kids and their families to fight diseases, where no kid gets turned away.

**#C4KSavesLives**  
[www.cure4thekids.org](http://www.cure4thekids.org)

Want to Get Involved?  
Email Us at [info@cure4thekids.org](mailto:info@cure4thekids.org)

# Center of Excellence



## Philanthropy

Launch an effective public relations and marketing campaign that transforms C4K into Nevada's charity of choice and elevates the way our community views of and follows through on charitable giving.



## Expansion

Expand C4K capabilities and increase access to high-quality medical care by providing additional outpatient clinical facilities and optimizing our care delivery model and patient experience.



## Experience

Create an empathy-based culture and clinic experience for patients, families, and team members by shifting mindsets, focusing on love and care, and putting people first.



## Clinical Excellence

Promote the highest quality of care for Nevada's children by developing our recognized model of clinical excellence with enhanced operational efficiencies, financial performance, and human-centered design.



## Research & Policy

Address the burden of cancer and rare diseases for children, as well as adolescents and young adults (AYAs), by leading a collective impact effort to champion breakthrough research and develop transformative policy initiatives.

GOALS

PHASE I

PHASE II

PHASE III

Build a high-functioning, data-driven philanthropy department.

Establish two high-profile, annual fundraising events.

Expand philanthropy reach.

Expand our clinical footprint to include the entire third floor of our current building.

Increase clinical capabilities through a robust and diverse talent-acquisition strategy.

Develop a patient-experience program to improve our practice and increase satisfaction among patients and families.

Redesign the care environment into a more welcoming and efficient space for treatment and healing.

Cultivate a culture of excellence by focusing on the patient experience, continuous-improvement initiatives, and financial performance.

Evaluate our clinical services to identify opportunities to address any unmet healthcare needs of our patient population.

Establish a statewide strategy for improving how Nevada's children receive care for rare diseases, including childhood cancer, through publishing Nevada's first statewide, comprehensive pediatric cancer plan.

Leverage stewardship and donor relations to build a long-term funding strategy for mission sustainability.

Become Nevada's charity of choice.

Integrate high-tech solutions to streamline workflows and reduce information burdens on patients and families.

Collaborate with community partners to establish Nevada's first FACT-accredited pediatric bone marrow transplant program.

Develop a revolutionary workforce-experience strategy to address compassion fatigue and burnout for healthcare professionals working with pediatric catastrophic medical cases.

Expand/Develop our clinical services to address any unmet needs of our patient population.

Increase access for children and AYAs with cancer and rare diseases to high-quality, evidence-based treatment and research.

Educate lawmakers and insurers on the importance of appropriate regulations and expectations for managing our unique patient population.

Raise \$25 million annually.

Establish a strong volunteer corps.

Expand Nevada's pediatric clinical capabilities by addressing the community's underserved specialties.

Collaborate with Roseman University of Health Sciences to offer a unique healthcare-student experience to encourage and support the next generation of healthcare providers.

Perform a full-scale audit of clinical and financial operations to identify additional opportunities to improve clinical and organizational excellence.

Increase access to research opportunities to both patients and physician scientists by building a progressive, multi-disciplinary research strategy with Roseman University of Health Sciences.

From Best Kept Secret  
**Household Name**

From 30K Square Feet  
**60K Square Feet**

From Fear  
**Hope**

From Life-Saving Treatment  
**Game-Changing Experience**

From Moving the Needle  
**Setting the Pace**